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SAPC 25550 ✓  
Copy 6 of 7

22 March 1958

MEMORANDUM FOR: Project Cover Officer  
THROUGH : Project Director of Administration  
SUBJECT : Progress on Typhoon Kit Press Release  
REFERENCE : SAPC 25268, 20 March 1958

1. May I congratulate you in advance for what sounds to me like a more effective piece of publicity in support of our cover.

2. As soon as this release is ready, I would appreciate it if you could obtain a copy and draft a brief covering memorandum addressed to the DCI through the DDCI for my signature. The memorandum might explain very briefly the way in which you worked with NACA and AWS in preparation of the release and the manner in which it does support our cover.

*(Signature)*  
RICHARD M. BISSELL, JR.  
Project Director

RMB: ☐

- 1&2-addressee
- 3-Deputy Project Director
- 4-Director of D&P
- 5-Director of Admin
- 6-Project Director chrono
- 7-SAPC chrono

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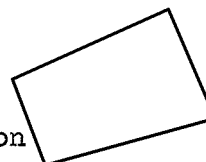
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SAPC 25268 ✓  
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20 March 1958

MEMORANDUM FOR : Project Director  
THROUGH : Project Director of Administration  
SUBJECT : Progress on Typhoon Kit Press Release



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1. During the past several weeks numerous discussions have been held with the Air Weather Service personnel concerning the proposed Typhoon Kit press release. At the present time, it appears that the release will be ready within the next thirty days.

2. The actual release will be in two parts; the first part will consist of materials designed to appeal to the general public, such as the actual typhoon picture, a map tracing the course of the typhoon from origin to point of dissipation and pictures of area damage. The written copy will cover such matters as speeds, intensity and casualties and will then expound on the benefits of weather research, i.e., its history and progress over the years. The second part will be a scientific study of the typhoon including a complete research paper prepared by AWS scientists, a photograph of the typhoon area, plus photographs of the equipment utilized to obtain scientific data, excluding photographs of camera equipment. All of this will be geared to appeal to technical and scientific publications.

3. Though I have indicated here that the first part is for public appeal it will also serve the purpose of exciting an interest within scientific groups, thus prompting their requests for technical papers and collected data. It is anticipated that the release will specifically create considerable excitement within the Weather Bureau since they have, for the past two years, been making a detailed study of hurricanes without much progress. Our type of weather reconnaissance is what they are looking for, and I have certain recommendations to present to you, but prefer they be discussed in a separate paper.

4. The release dealing with Typhoon Kit will indicate joint preparation by NACA and AWS. The actual release, however, will be done by the AWS. This was agreed to at a joint meeting of the two organizations held on 10 March 1958. I believe it appropriate that we begin highlighting the involvement of AWS for they have more or less

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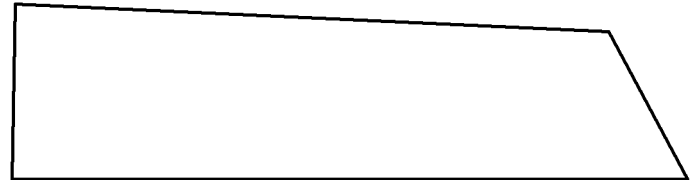
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been kept in the background in past publicity. NACA, however, will be prepared to release a scientific bulletin, similar to those published in the past, within thirty days of the AWS release. In this manner both organizations will be able to take credit for the initial release, and then separately satisfy scientific interests by their individually prepared research papers as a follow up. The NACA bulletin will not deal with Typhoon Kit, but rather will be a composite study of world wide data collected by the U-2. From what I have seen of this bulletin, in rough draft stage, it appears to be a rather interesting study.

5. Steps have, already, been taken to reduce the original mosaic photograph of Typhoon Kit to the 8 by 10 glossy print required by the press. The samples indicate no loss of detail, and in fact have produced better contrast than expected. Everyone associated with this effort is in hope that the article will appeal to such publications as Life and Look, though we would not be dis-heartened if Time and Newsweek chose to honor us. Releasing materials to a select publication would be improper for both the NACA and AWS, for it is their policy not to favor any one particular publication. Since this will, out of necessity, be a general release, it will have to be a perfect piece of work in order to get a specific publication to do a feature type article. Our hopes are high but we are also confident.

6. Enthusiasm is great both within NACA and AWS, and I might add my own is greater than that of the two organizations combined. The publication is not, as yet, complete, therefore suggestions are still welcome from any quarter.


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Project Cover Officer



Distribution:

- 1 & 2 - addressee ✓
- 3 - JAG
- 4 - 
- 5 - Admin
- 6 - Cover
- 7 - Cover Reading
- 8 - SO
- 9 - RI

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